

Preface

The field work pertaining to this study was completed by January, 2020. The process of putting together all of this comprehensive research findings in perspective and effective writing seriously began from end January, 2020.

This study deals with 'economic capital' and 'social capital' as the central themes. These two powerful concepts are interwoven and holding the countries and companies of the world together despite their ideological differences. No one country can truly lean towards capitalism and ignore its social investments in people and building the resources for its people and communities that social work as a discipline strives for. Eventually it is the people who make society and nation. If true all-round sustainable development goals are to be achieved then the blend of economic capital with careful planning on social themes has to be put in place and tracked continuously.

Behind every business is a story of tireless effort and unrelenting entrepreneurial spirit backed by financial and human resources. But more than that it is the great business idea that has to be there in the first place. That's why Kotler said "*product, price, place and promotion*" are pivotal. The Government of India through a legislation in Companies Act; initialised CSR provisions and it became a law binding all kind of companies with regard to their financial size. It is a concept untested by any other country in the world as India has done. It is therefore a unique initiative for such a large demographically diverse population like ours. The central theme of CSR implementation works on the spirit of ethics of building private, public partnership towards the single focus of building national priorities. Let us accept government is not meant to be in the business of doing business. That's why we have robust business entities. It is also equally crucial to

concede that government has lots of push and pulls across all the facets of human development.

In essence, we as a country are a welfare state. The public distribution system, another example of social support system is a great leveller to the many million families it serves. Any business that is into: coal, oil, gas, chemical, pharmaceutical, steel and power stations; inadvertently are the superspreaders of causing environmental and social degradation to the communities where these factories are set up. Industrial plants, factories cannot be set up in desolate places without infrastructural edifice supporting it and people manning it. Industries need to be set up amidst people and populace. So, the damage done has to be set right. Now how far that can be set right is a different debate. But nonetheless efforts have to be made. This is where the Government steps in and gives the broader direction on how CSR compliant companies need to traverse with regard to their societal obligations.

Gandhi ji said *"You must be the change you want to see in the world"*, therefore now the emphasis of planning is focussing on bottom-up approach. That is to reach out to the unreached by identifying priority districts in a planned manner, encompassing socio-economic aspects of people's lives. Unnat Bharat becomes relevant much more now. Unless and until village development plan is not realised then national development priorities cannot be achieved.

Because, empathy is not only about feeling or listening alone. It is also very much about standing up and correcting those who are wrong. If you cannot correct them, then the least one could do is to raise a flag. Historically if we see Social work is newest discipline amongst the broader branch of social studies. It works well with individual, family, community and institutions. Or to put it in social work parlance; it works with micro, macro and mezzo level stakeholders. Social work is a multi-disciplinary in its nature. There are numerous complexities and challenges to achieving social justice in a diverse country like ours. These complexities are being understood by some of the CSR compliant companies while undertaking CSR interventions and they are truly making efforts in transforming the Bharat into India in a unified manner.

How far they have succeeded or what other steps need to be taken as a course correction is being dealt in these chapters.

The three central pillars in this study that need to be understood are; government can legislate and give its expert recommendations. The corporates are the wealth creators and also the CSR implementors. The beneficiaries are the families that is in need of social interventions.

Corporate social responsibility has to be seen as a national duty by the educators, implementing companies, social development professionals and the families that are getting the CSR care. The community has to see each and every intervention as a moving step forward towards the national, regional, zonal or village developmental goal.

By the way, goals are not reached in a day or two. It takes concerted efforts of many people coupled with lot of resources pooled together to make impacts meaningful. Therefore, patience is required on the outcomes of any intervention and one should not shoot from the hip and be critical towards the CSR efforts. Because any small or big effort has to be seen as a step forward with positivity. It is pertinent to mention, within the school education space what HH Sir Maharaja Sayajirao Gaekwad III, had achieved 125 years back; thereby ensuring universal education goal within the state of Baroda, is still a dream to be realised by Government of India. This is despite the many educational commissions which have been instituted for the betterment of education. However, with CSR laws and participating CSR companies the results have started coming; but attaining 100% educational goal is a long-drawn dream still.

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Vadodara

R. Chandra Shekher, Researcher